

Post-30-

Command Information Division, Office of the Chief of Public Affairs,
Department of the Army

Army Flier



Nineteen-month-old Adrienne Roberts is a little confused. She thinks every man she sees is "Daddy," and it breaks her mother's heart even though Adrienne is just going through a phase. It's probably a phase common to children without a father figure in the household.

But that doesn't make her mother feel any better about it. "It hurts me because I feel like she doesn't have a father — even though she does," said Spc. Cory Roberts.

...Cory divorced Adrienne's father, a former soldier, after a marriage that lasted four days short of a year. Adrienne was only two months old. ...

Master Sgt. John Brenci from "On Your Own," ARMY FLIER, April 4, 2002

Newsletters

Going Inside

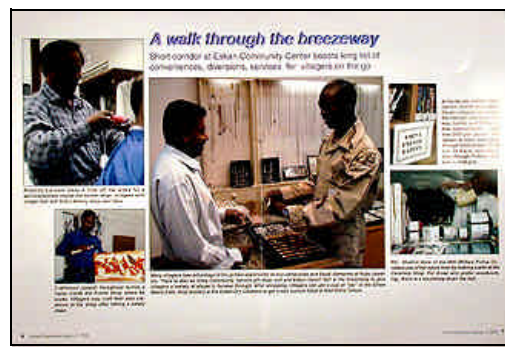
By Sgt. Maj. Gary G. Beylickjian (Ret)

Let's never forget this important fact: the Army readership is not a captive audience. The he and she in the audience has to be lured, maybe even bribed, to pick up a copy of an Army publication. The bribe comes in fulfilling that ever present need, "what's in it for me?"

One way, actually a come on, is through visually attractive and dynamic presentations. The process begins on page one, the cover, and is carried through to the inside pages.

Visuals capture readers, content holds them! The two must work hand in hand, however. A well researched and written article has little or no allure if it's represented by columns of gray, repelling type. Conversely, a beautifully designed page attracts attention, but if what's said is not well presented, readers will quickly turn away. The point is to combined well written articles with well designed pages. It can be done and should be done.

(See page 3)



A outstanding two-page layout in the January 7 issue of DESERT GUARDIAN, a newsletter published for U.S. ARCENT members in Saudi Arabia. Pfc. Natalie A. Schlotman, now at Fort Stewart, was editor.



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Final Draft

Korea Chronicles

By Sgt. Maj. Gary G. Beylickjian (Ret)
Korea—H-Co., 7th Inf. Regt., 3rd Inf. Div.

"On A Cold and Hellish Day..."

He carried no rifle, fired no shots and led no men in combat, yet he was, in many ways, one of the most important soldiers serving on the front lines of Korea.

His weapon was an olive-drab bag hung over his shoulder. Most of us who lived and fought on the front lines never knew his name (soldiers back then didn't wear nametags); he didn't say his name, and we didn't ask.

We knew only that when his services were needed, even during intense and near unbearable fighting conditions, he answered our cry for help: the haunting call—MEDIC! MEDIC!

We referred to him as "doc," but we knew he was closer to being an angel. If ever there was a hero, unfortunately unsung, it was the man with the bag and the helmet with white crosses on it who never failed to help his fellow soldiers regardless where they were.

I looked straight into the eyes of such a hero; they were kind, comforting and confident. He knew what he was doing and did it well.

The morning of the day before Thanksgiving 1951, we were attacked by a massive force (we heard several divisions) of Communist forces near Yonchon, North Korea. Before and during the attack, our lines were riddled with enemy artillery, tank and mortar fire. As we fired on the enemy, an artillery shell found its way into our machinegun emplacement, killing and wounding.

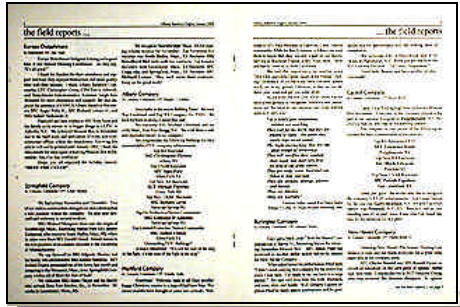
The shell's detonation picked me up and threw me against the water-cooled machinegun we were firing and onto the ground. I remembered hearing yelling and commotion in the trench as I was pulled into the dugout. My ears were ringing, the right side of my face was wet with something and a large piece of metal had punctured my right side, just below the ribs.

Eyes still shut, I began to rub each thumb over my fingers on both hands and wriggled the toes of each foot. So far I was whole. As I opened my eyes, only my left eye opened easily, the right side of my face had blood on it, now sticky. Not my blood, but my friend's. He lay beside me torn apart and dead.

I remember at that time telling the other members of the gun crew to man the machinegun and to continue firing; they did. No sooner did I finish the sentence I looked up to see the face of a young soldier, a medic. He wiped the blood from most of my face and neck and slowly and carefully bandaged my right side. I could still feel my skin burning from the hot shell fragment where it had gone into my body.

(continued on page 16)

Looking Inside: Newsletters



The layout is lifeless, and to a point drab. It lacks visual accents and contrast. The white space at center helps little.



The spread is busy; too many elements (messages) in the layout. Most photos were blurred, although not easily seen here.

The point behind verbal and visual presentations is get messages read, down to the last period on the page.

If the page is dull, drab and dreary the messages on it may go unread. Thus, the page must contain an attention-getting and retaining device. Devices that are sudden, different or even provocative will draw readers to the page.

There are several techniques that can be categorized as “eye catchers.”

- ? **Color**—considered one of the best means of grabbing attention. Certain colors have greater drawing power than others. Red is strong.
- ? **Size**—the largest object will draw attention when placed on the same page with other objects. Because the object (at right) is the sole illustration on the page, it qualifies as an eye catcher.
- ? **White space**—elements on a page surrounded by white space tend to draw attention to themselves (see same example at right).
- ? **Contrast**—sometimes referred to as brightness. It has long been known that



The page lacks an attention-getting device, something as simple as a photo, box, screen, subhead, sandwich, pulled quote, initial cap or clipart would break columns of gray. Will someone read this?



Clipart is an effective device to grab attention and break up columns of gray. Wrapping white space around an illustration will help draw attention to it and prevent the page from

brightness and not the color itself that lures readers' attention. A bright purple has more drawing power than a dull red, for example.

A few other eye-catching devices include movement and shape. Also a unique set of eye-catching devices that fall under the category of "content attractors"; these involve personal, social and cultural symbols. We'll discuss content attractors in a later Post-30-.

Screens or varying contrast are often used in lieu of color. But the overuse and misuse of screens often can defeat the intent of a message. A gray screen background of 30 percent should be avoided. A 15 percent screen is effective.

Let's look at some inside pages, and say a few words about them. Note the approach each has taken to visual presentation.



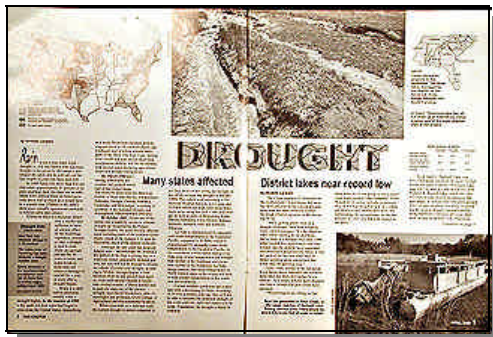
The May 2001 issue of RA-LEIGH BULLDOG, produced by the U.S. Army Recruiting Battalion, is one of only a few newsletters which uses color on almost every page—in its headlines and photographs. Ed Drohan edited the issue.



At left, the winter 2000 issue of the WATER's EDGE, published by the U. S. Army Corps of Engineers, Vicksburg, Miss. Michael H. Logue is editor and PAO. The two pages, not thematically linked, grab attention and invite reading. Use of screens on the right-hand page (the bled element on top is also a screen) and the reverse type on the left-hand page add variety and contrast to the pages. At center, the role of size, which also applies to boxed and screened elements pulls the eye into the two-page spread. The large photo serves as the anchor in the display. The publication is FEEDBACK and was produced in January 2001 and edited by Marcia Klein who has since joined the PA shop at Fort Belvoir, Va. The publishing unit is the U.S. Army Community and Family Support Center. Doug Ide is the current editor. At right is the MONTGOMERY MESSENGER, produced by the U. S. Army Recruiting Battalion, Montgomery, Ala. A good number of recruiting-command publications fill their pages with award and promotion photos. The issue shown had 26 such photos on the 16 pages. Because the mission of these units center on the recruiting process, battalion publications must support efforts by citing and recognizing the men and women who succeed in that mission. The point to be made here is that publications must reflect the missions they support with the written word and symbols. However, the size and shape of photos could be varied for greater appeal. Photographing award winners at work also would add compositional variety. No editor is listed in the masthead of the January 2002 issue.

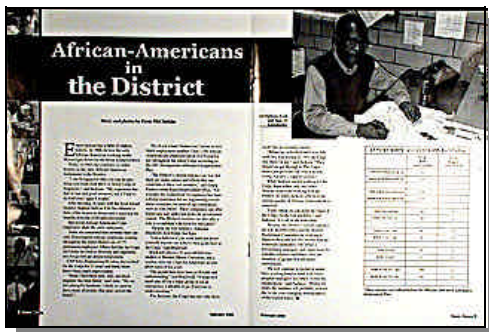


The WARRIOR, shown at left, and published every two months, is a newsletter published by U.S. Army Soldier Systems Center, Natick, Mass. Curt Biberdorf is editor and often the sole writer for the publication. Content focuses on research, development and related topics, not always easy and simple to write and read. But Biberdorf makes the process palatable by ensuring the visual word supports the written word. The SUSTAINER, right, is produced by 3rd Corps Support Command, Germany and edited by Ellen Hart. The layout has a dominant photo (left-hand page), copy block on the right-hand page, but gangs the cutlines, set below the dominant photo on the left-hand page. Cutlines should be placed with their photos. The SUSTAINER is a well-packaged newsletter.



Top—The CASTLE, left, effectively combines words with illustrations to tell the story. The CASTLE, a monthly publication of the U.S. Corps of Engineers, Savannah, Ga., is edited by Verdelle Lambert. Although a little weighty with boxes on pages 2 and 3, CASTLE COMMENTS, right, a monthly publication of the U.S. Army Corps of Engineers, Huntington, W. Va., grabs attention and holds it with the right portion of verbals and visuals. It's a "comfortable" newsletter to read. The issue shown was produced July 2001 and edited by Elizabeth Slagel.

Below left—The TOWER TIMES, U.S. Army Corps of Engineers, Rock Island, Ill., is another newsletter with bold and innovative layouts supporting bold and innovative content. The pages shown appeared in the February 2002 issue. It ranks among the top handful of Army newsletters as an effective communicator. Mark A. Kane is the editor. RIVER WATCH is the newsletter at bottom right, and it also sits among the top few in its presentations. The spread which shows the destruction of the Pentagon appeared in the September issue. Little time was wasted in getting the word out. Brenda Beasley edits this publication, published by the U. S. Army Corps of Engineers, Memphis, Tenn.



They may not be big in size, they are, however, big in readership and popularity. There are dozens more of newsletters today compared to 30 years ago. And for good reason.

Newsletters serve unique communities, ones with unique interests and needs. Many publications are produced by organizational members who often must wear two, even three hats.

Several newsletters are written, edited and designed by Public Affairs Officers; a handful are assembled by marketing folks and even clerks. Some are learning on the job while they prepare themselves for other positions in the organization.

Many editors have to do with what they have at hand—equipment-wise and money wise. And staff-wise as well. Yet, these small-format publications get the word out to the "troops" despite obstacles.

Newsletters are in the Army to stay. In fact, as you read this, another newsletter surely will be born. It will mature and carry out the responsibility and of information, entertaining and enlightening the Army readership.

They may be small "containers," but they are brimming over with very large messages.



ARMY FLIER GARNERS SEVERAL AWARDS

Fort Rucker's ARMY FLIER has done it again. While informing the community of the latest weekly happenings on post and in the Army world, the paper has set a high standard of excellence this year in the print industry.

The ARMY FLIER has been recognized with The Communicator Awards' Crystal Award of Excellence for its Jan. 3 special edition, "2001 Almanac." The paper itself also won an Award of Distinction for its overall content and design.

The Communicator Awards is an international awards competition that recognizes outstanding work in the communication field. Entries are judged by industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry, according to the Communicator Awards Web site.

There were 3,360 entries from throughout the U.S. and several foreign countries. Of these, about 11 percent won the Crystal Award for Excellence and about 19 percent won the Award of Distinction.

The ARMY FLIER, representing the U.S. Army Aviation Center and Fort Rucker, was

the only Army entity to win an Award of Excellence this year. It has set itself apart from all other publications in the Army, especially after just winning the Department of the Army's best civilian metro enterprise paper in March.

Winners of The Communicator Awards come from advertising and public relations agencies, corporate communications departments, educational institutions, government entities, designers, writers, video production professionals, broadcast and cable operations and other businesses and individuals throughout the country.



Master Sgt. John Brenci, public affairs chief, also earned himself an Award of Distinction for his article, "Hiding in the Bottle."

Amber Sasso, ARMY FLIER staff writer, won an Honorable Mention for her article, "Rucker Woman Discovers Compassion."

After sweeping the Training and Doctrine Command Keith L. Ware competition earlier this year, earning top honors at the DA level competition, and now winning an industry award, the post newspaper and its staff have proved to be "above the best."

(From the April 18 ARMY FLIER)

EDITORS—BEWARE OF LIBELOUS MATERIAL

In writing or editing copy for an Army newspaper, one area that should receive attention is libelous material.

Libel laws are state laws and the definition of libel varies from state to state; libel is a civil offense. Despite these differences libel may be defined generally as a written, printed or pictured

defamation which tends unjustly to hold a person up to public ridicule, contempt or hatred. Slander, sometimes misunderstood, is oral (spoken) defamation.

To find out more about libel check the AP Stylebook and Libel Manual.

EDITORIALS CAN ENHANCE PAPER'S PRESTIGE

An editorial can be tricky. If written properly it can be entertaining, informative and persuasive.

But, an editorial handled indiscreetly or in bad taste can draw considerable fire from readers or members of the command. The results could be embarrassing to both the editor and commander.

Bear in mind that an unsigned editorial in an Army newspaper represents the command's voice and philosophy.

Discretion and accuracy are key ingredients. To fall short on either count is to invite chaos.

An editorial doesn't have to be controversial or a bombshell to attract reader interest.

Editorials can call attention to a host of on-post issues: DUI, vandalism, property theft, community involvement, safety, charity support and a host of other real-world topics.

A point that needs underscoring is that editorials support the command. Thus, when writing them, get opinions of competent authorities before speaking on their behalf. As stated at the outset, editorials can be tricky.

WHICH TYPE IS MOST READABLE?

The question of type readability is as fascinating as it is complex.

Researchers conduct test after test to determine human reading habits — what they like and dislike; what is easiest to read and what is difficult to comprehend.

One point made by researchers is that from kindergarten or first grade to adulthood most of the material we read is caps and lower case and the type is usually in Roman type — or serif font.

Thus, it stands to reason, reader preference tests usually indicate that most readers believe caps and lower case are more legible than type set in full caps and that Roman type is more legible than, say, san serifs. It all becomes a matter of association.

Some researchers say Corona, Century, Baskerville, Times Roman and several nearly simi-

lar fonts rank high on the legibility scale.

But, how do we read? What is the physical process? Here again, we turn to studies that have discovered the eye moves across the printed line in a series of jumps separated by pauses.

This would suggest, therefore, that thought units are more important than word units. Then too, the idea of paragraph reading takes on a new meaning.

All of this means that writers must arrange their thoughts in phrases with complete meaning. Long, verbose sentences can only confuse and repel readers. Unless of course you write as John Milton did years ago.

The second sentence of his monumental treatise, "Of Reformation in England," contained 373 words without a single period.

EFFECTIVE REPORTERS HAVE PLANS BEFORE INTERVIEWS

A popular type of feature is the interview, the success of which depends on the prominence of the interviewee, the interest in the subject or both.

There are several rules for a reporter to follow when conducting an interview:

- ? *Make your appointment for the interview far enough in advance to give the interviewee time to think about his subject.*
- ? *Learn all you can about the subject to be discussed before the interview.*
- ? *Memorize a series of questions to ask. Ask your self what questions your readers would like answered.*
- ? *Be punctual . Be there a few minutes before the appointment.*
- ? *Take care about your personal appearance and diplomacy, because the reporter who commands the respect of the interviewee gets much better cooperation, and therefore can write a better story.*
- ? *Write your story immediately or soon as possible after the interview.*

Outstanding Army Feature Writers

(Journalists who write with depth)

This list is based on newspaper critiques and reviews from January to May.

Barbara Sellers—Northwest Guardian
Joe Barrentine—Northwest Guardian
Bridgett Siter—Bayonet
Linda Lyly—Leader
Sandy Riebeling—Redstone Rocket
Tim Hips—Belvoir Eagle
Steve Snyder—Fort Dix Post
Fred Baker III—Cannoneer
Carolee Nisbet—Fort Dix Post
Andy Dooley—Guidon
Sgt. Peter Fitzgerald—Guidon
Spc. Rosayln Peterkin—Inside the Turret
Sgt. Mitch Frazier—Globe
Master Sgt. Steve Miller—Monitor
Karl Weisel—Herald Union
Master Sgt. Lisa Hunter—Ironsides
David Ruderman—Herald Union
Lucille Anne Newman—Paraglide
Debbie Sheehan—Monmouth Message
Mollie Miller—Army Flier
Master Sgt. John Brenci—Army Flier
Diane Alpeter—Lamp
Jim Caldwell—TRADOC
Laura Slaughter—Courier
Tom LeiNicholas Azzara—Courier
Bernard Little—Stripe
Skip Vaughn—Redstone Rocket
Christie Vanover—Lamp
Tom Larscheid—Benelux Meteor
Spc. Mark Miranda—Monitor
Spc. Greg Heath—Desert Voice
Tom Doherty—At Ease
Laura Martinson—Bayonet
Caressa Bolden—Soundoff!
Spc. Maurice Smith—Guidon
Yolanda Canales—Outpost
Marcella Chavez—Outpost
Neal Snyder—Environmental Update
Spc. Rachael Tolliver—Blizzard
Spc. Cassandra Brewster—Belvoir Eagle
Wayne V. Hall—Belvoir Eagle

Jim Fox—Pointer View
Sgt. Denny Cox—Soundoff!
Dennis Ryan—Pentagram
Bob Rosenburgh—Gold Bar Leader
Master Sgt. Larry Lane—Duty First
Verdelle Lambert—Castle
Mindy Anderson—Castle
Sgt. Greg Withrow—Ironsides
Karen Parrish—Training Journal/Training Times
Sgt. Stacy Harris—Mountaineer
Nel Lampe—Mountaineer
Lisa Eichhorn—Crusader
Spc. Alfredo Jimenez Jr.—Northwest Guardian
Steve Toth—Buckeye Guard
Curt Biberdorf—Warrior
Mark Heeter—Crusader
Kevin Hynes—Prairie Soldier
Pearl Ingram—Recruiter Journal
Brian Lepley—Alaska Post
Bob Britton—Globe
Brian Lucas—Paraglide
Bernard Tate—Engineer Update
Staff Sgt. Guadalupe Stratman—Guidon
Mark Kane—Tower Times
Karen Fleming-Michael—Standard
Olivia Feher—Crusader
Lt. Col Paul Fanning—Guard Times
Sgt. Akilah C. Clarke—Frontline
Spc. Rebecca Burt—Frontline
Harry Noyes—Mercury
Cheryl Boujnida—Crusader
Jon Burleson—Guidon
Master Sgt. Warren Byrd—Tough 'Ombre
Spc. Jamie Carson—Traveller
Jennifer Siciliano—Soundoff!
Michael Norris—Pentagram
Bill McPherson—Pacific Voice
Brett McMillan—Stripe
Sgt. Reebea Critser—Northwest Guardian
Roger Teel—Crusader
Troy Darr—Benelus Meteor

Creative Photographers

Catherine Phillips—Belvoir Eagle
Paul Haring—Pentagram
Sgt. Gregory Withrow—Ironsides
Anna C. Petersen—Paraglide
Sgt. Peter Fitzgerald—Guidon

Rick Haverinen—Herald-Post
Spc. Jamie Carson—Traveller
Sgt. Paula Jones—Wheel
Nel Lampe—Mountaineer
Master Sgt. Larry Lane—Duty First

Excellence in Verbal and Visual Presentations

ARMY FLIER (Fort Rucker) for "On Your Own," by **Master Sgt. John Bremci**, published April 4.

MISSILE RANGER (White Sands Missile Range) for the supplement, "Bataan Memorial 60th Anniversary," articles by **Monte Marlin**, **Donna Braun**, Public Affairs Office. Also articles and cover art by **Fred Chilton**, staffers of the Las Cruces SUN NEWS. Also for the two-page spread "Surviving Bataan," photos by **Sandra Flores** and **Donna Braun**. Both published April 12.

SCOUT (Fort Huachuca) for its page-one story and photos, "Scorched—Ryan Fire Shuts Down Post," by **Sgt. 1st Class Donald Sparks**, published May 3.

ARMY FLIER (Fort Rucker) for "Controlling Your Anger Before It Controls You," by **Anne Braman**, published April 11.

BLUE DEVIL II (88th RSC) for an exceptionally outstanding April issue. **Bill Geddes** is editor.

DUTY FIRST (IID) for "Return To Kosovo," by **Master Sgt. Larry Lane**, published in the Spring issue.

COUNTERMEASURE (US Army Safety Center, Fort Rucker) for its dynamic special "Beat The Heat," published in April. **Paula Allman**, editor.

SOUNDOFF! (Fort Meade) for "Surviving The Holocaust," by **Caressa Bolden**, published April 18.

CASTLE (COE, Savannah) for its coverage of the areas affected by drought, articles by **Verdelle Lambert** and **Mindy Anderson**, published in April.

MONITOR (Fort Bliss) for "Air Assault Training Takes Soldiers To New Heights," story by **Pfc. LeeAnn Lloyd**, photos by **Master Sgt. Steve Miller**, published April 25.

RECRUITER JOURNAL (Hq, Recruiting Cmd) for the layout in "Kiosks Take Military Message Mainstream," story by **Sgt. 1st Class Jerry Merideth**, published May. **Pearl Ingram** is editor.

GUARD TIMES (NY NG) for "Guarding New York's Homeland," by **Lt. Col. Paul Fanning**. Also for "Escape From The 82nd Floor: From The WTC To The Middle East," by **Christopher F. Hardej**. Both published in the November-December 2001 issue.

NORTHWEST GUARDIAN (Fort Lewis) for "Married To The Military—Spouses Discuss The Pros And Cons Of Army Life," by **Barbara Sellers**, published May 17.

LAMP (Fort Leavenworth) for "A Soldier's Journey—From Refugee To Soldier To Citizen," by **Pfc. Adrian A. Lugo**, published April 18.

STANDARD (Fort Detrick) for "It Takes A Special Person," by **Karen Fleming-Michael**, published April 18.

FRONTLINE (Fort Stewart) for "Maybe It's Mayberry," by **Spc. Neisha Rogers**, published April 18.

ARMY FLIER (Fort Rucker) for "Focusing On Military Families," by **Mollie Miller**, published April 25.

GUIDON (Fort Leonard Wood) for publishing tips on "What To Do In Case Of A Tornado." Also for articles on land mines: "Learning Land Mines," by **Capt. David Kolarik** and "A Bloody Hard Problem," and "Seeing Mines In A New Way," both by **Sgt. Peter Fitzgerald**. All published April 25.

MERCURY (AMEDD, Fort Houston) for "101st Medics Face Challenges In Afghanistan," by **1st Lt. George Midla**. Also for "AMEDD Moves Fast To Bolster Readiness," by **Harry Noyes**, published in the April issue.

RECRUITER JOURNAL (Hq, Recruiting Cmd) for "Capturing The New Grad Market," by **Sgt. 1st Class Jeffery Fletcher**, published in the May issue.

PENTAGRAM (Fort Myer) for "Pentagon Simulates Gas Attack," story by **Spc. Chuck Wagner**, published May 10.

ENGINEER UPDATE (Hq, COE) for "Flowers: Leaders Take Blame, Share Credit," by **Becki Doybns**, published in April.

SOUNDINGS (COE, Detroit) for an outstanding Spring issue. **Larry Reilly** is managing editor.

DAGGER (66th MI Group, Germany) for "A Magic Number For Those Heading Stateside," by **Staff Sgt. Roxanne Salisbury**, published in April.

SENTINEL (Fort Hood) for "Child Abuse Prevention Month—It Shouldn't Hurt To Be A Child," by **Sgt. Sarah Maxwell**, published April 25.

HERALD-POST (26th ASG, Germany) for the page-one photo of a polar bear bathing in the zoo "Bearly Contained Joy," by **Rick Haverinen**, published April 25.

BELVOIR EAGLE (Fort Belvoir) for articles on the holocaust "Memorial Lets Visitors Walk Amid Ghosts Of The Holocaust", by **Spc. Casandra Brewster** and commentary "Even When Remembering Hurts, We Must," by **Marcia L. Klein**, both published April 18.

BAYONET (Fort Benning) for "Twelve Teams Finish Ranger Competition," story photos by **Spc. Douglas DeMaio**. Also for "Competition Becomes A Family Affair," story and photos by **Bridgett Siter**. Also for the commentary "Love Seat Not For Sale," by **Laura Martinson**. All published May 3.

WARRIOR (Natick, Mass.) for an excellent May-June issue. **Curt Biberdorf** is editor.

WILMINGTON DISTRICT NEWS (COE, Wilmington) for an excellent March-April issue. **Penny Schmitt** is the editor.

BLIZZARD (Fort Drum) for "Are Drugs A Problem In Your Life? —ASAP Helps Service Members Come Clean, Sober," by **Spc. Jason B. Cutshaw**, published May 2.

CHARGER (COE, Buffalo) for "The Chernobyl Experience," by **Wanda Cross**, published January-March issue.

SIGNAL (Fort Gordon) for its coverage of golf's Masters "Fort Gordon Soldiers: Origin Of Historic 'Arnie's Army'," by **James Hudgins**, published April 19.

MIRAGE (513th MI Brig, Fort Gordon) for an excellent Vol. 5, No. 1 issue. A magazine full of bold and innovative layouts and well-written articles by **Sgt. Melinda A. Thompson**, editor.

HERALD UNION (104th ASG, Germany) for its cultural look at Germany in "Exploring Wetzlar And The Lahn—Rolling On The River," story and photos by **Karl Weisel**. Also for "Where Monks Once Tread," by **Deborah Nelson**. Both published April 16.

PARAGLIDE (Fort Bragg) for its excellent discussion on child abuse "Crossing The Line—Prevention Makes A Difference Between Raising A Child Or Abusing One," by **Lucille Anne Newman**. Also for "Reed Sentenced To Life, Dishonorably Discharged," by **Spc. Ann Marie Schult**. Both published April 11.

BLIZZARD (Fort Drum) for "Driving Violations Carry Heavy Repercussions," by **Sgt. Matthew Davio**, published April 4.

BELVOIR EAGLE (Fort Belvoir) for the commentary "Real Value Of Mothers Truly Immeasurable," by **Wayne V. Hall**. Also for the layout, photos in "Course Certifies Cyclists, Promotes Safe Riding," layout and story by **Wayne V. Hall**, photos by **Catherine Phillips**, published May 9.

DESERT VOICE (Kuwait) for the layout in "Don't Tell Engineers Where To Go," story and photos by **Spc. Greg Heath**. **Spc. Lyza M. Beaudreault** was editor of that issue, published April 3.

TOUGH 'OMBRE (90th RSC) for "In By 9, Out By 5 ... Well, Not Exactly," by **Master Sgt. Warren Byrd**, published in the Spring issue.

FLIGHTFAX (US Safety Center, Fort Rucker) for it April issue focusing on "Hot Weather Operations,," **Judy Wilson**, editor.

PARAGLIDE (Fort Bragg) for the photos, story and layout in the sports article "Keep On Tracking, by **Sgt. Christopher Stape**, published April 25.

SOUNDOFF! (Fort Meade) for "Earth Day—Protecting Our Freedom...Preserving The Environment," by **Jennifer Scilliano Shayne**, published April 25.

BELVOIR EAGLE (Fort Belvoir) for "Heroic Act Leads Soldier, Sailor To Brotherly Bond," by **Wayne V. Hall**. Also for "What Do You Want To Be When You Grow Up?" a few questions asked of school children by **Spc. Casandra Brewster**, both published May 2.

SOUNDOFF! (Fort Meade) for "Afghanistan—Local Unit Participates In Operation Enduring Freedom," by **Sgt. Denny Cox**, published May 9.

LEADER (Fort Jackson) for "Have You Shed Those Extra Pounds?" by **Veronica DelCastillo**, published April 34.

FROM THE FIELD



From left—The May 3 Fort Huachuca SCOUT grabbed readers' attention with its big and bold page-one display. If you have something to say—YELL! The story was written by Sgt. 1st Class Donald Sparks; editor is Angela Moncur. The cover of the Fall 2001 issue of DUTY FIRST deserves to be shared. It was photographed by Master Sgt. Larry Lane, PAO NCOIC of the 1st. Inf. Div., Germany. Sgt. Christine Johnstone edited the issue. Spc. Jennifer Sardam is now editor. PASS IN REVIEW is produced by Fred-Otto Egeler, PAO of the Los Angeles Corps of Engineers. Egeler, a Ph.D., also a major in the reserves, provides news and information to the members of the California State Military Reserve. He also produces the corps' newsletter, NEWSCASTLE. He's a fellow with many hats to wear, often at the same time. He also served as editor of several Army newspapers as an enlisted man back during the 1970s. Rick Haverinen is noted not only for his words, but also his photography as a staffer with the 26th ASG, HERALD-POST. The photo of the polar bear relaxing in the water appeared April 25.



Two excellent double trucks (also known as center trucks in the graphic arts field) produced by two creative, innovative and enterprising editors. At left, the April 25 WHEEL, a weekly tabloid out of Fort Eustis. Editor is Sgt. Paula Jones who also writes and takes great photos. The other, also published April 25 in the Fort Lee TRAVELLER, is edited by Spc. Jamie Carson, who also writes and takes great photos as well.



Fort Meade's **SOUNDOFF!**, one of a handful of tabloids that reflect contemporary issues, published a memorable April 18 issue, "Surviving The Holocaust," written by Caressa Bolden. Florence Peace edits this dynamic newspaper. Fort Rucker's **ARMY FLIER** not only ranks first on the Four-Star Publication list, it's number one in covering real-world issues. This relevant feature, "Controlling Your Anger Before It Controls You," was written by Anne Braman and appeared April 11. Spring can instill and expose much in us, including outdoor activities around Fort Carson. Editor, Sgt. Alicia Frost, with photographic help from Nel Lampe, produced an interesting and exciting look at some cures for "Spring Fever."



The **NORTHWEST GUARDIAN** has become one of the leading broadsheets in its coverage of soldier-related issues. It's a few paces behind the leader, **ARMY FLIER**. Barbara Sellers wrote "Married To The Military," one of many outstanding topics she has undertaken. The feature appeared May 17. The display and writing in "Keep On Track," is one of many reasons Fort Bragg's **PARAGLIDE** is a Four-Star Publication. Bold and innovative layout arrest attention and hold interest. Sgt. Christopher Stape is sports editor, writer and layout person. The April 19 issue of the **MISSILE RANGER** paid tribute to the members of Bataan in World War II, who, as POWs, suffered greatly at the hands of the Japanese Army. Bataan is in the Philippine Islands. The two-page coverage, by Sandra Flores and Donna Braun, focused in post members who took part in the memorial march. White Sands Missile Range produces the **MISSILE RANGER**.



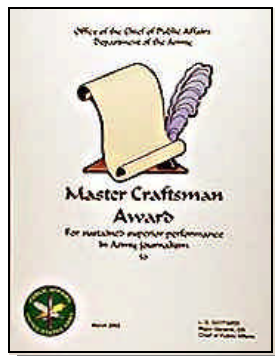
INDIVIDUAL AWARDS

Two Awards

Tim Hipps; Sandy Riebeling; Bridgett Siter; Stacy Harris

One Award

Larry Barnes; Tonya Riley; Nel Lampe; Dave Snyder; Jean Offutt; Wayne V. Hall; Mitch Frazier; Adriene Foss; Michael Meines; Rick Brunk; Lucille Anne Newman; Melissa Davis; Casandra Brewster; Monica Garreau; Teresa Heist; Harry Noyes; Mindy Anderson; Kim Rieschling; William Wilczewski; Roger T. Conroy; Ed Passino; Jill Mueller; Julia Ayers; David Ruderman; Irene Brown; Karl Weisel; Tom Larscheid; Michael Mowrer; Linda Lyly; Rosalyn Peterkin; Rachael Tolliver; Robert Fox



PUBLICATION AWARD

Three Awards

Army Flier; Courier

Two Awards

Inside the Turret; Casemate; Herald Union; Frontline; Guardian; Fort Riley Post; Ironside; Monitor; Castle

One Award

Guidon; Belvoir Eagle; Fort Dix Post; Desert Voice; Herald-Post; Pointer View; Torii; Talon; Lamp; Seoul Word; On Guard; Duty First; Training Times; Prairie Soldier; Citizen; Redstone Rocket; Fort Carson Mountaineer; Castle Comments; Mercury; Alaska Post; Bulletin; Bayonet; Benelux Meteor; Tobyhanna Reporter; Riverside; Indianhead; Banner; Tiefert Telegraph; Outlook; Paraglide; Phoenix Rising; Pentagonagram; Signal; Kwajalein Hourglass; Buckeye Guard; Countermeasure; Bear Facts; Tower Times; Leader; Medical Minute; Globe; Fort Hood Sentinel; Triad; Warrior Leader; Mountaineer (Madigan Army Med. Cent.); Engineer Update; Recruiter Journal; Yankee Engineer; New York District Times; Blue Devil II; Missile Ranger; Northwest Guardian; Standard; Constellation

Lori Egan—Fort Benning *Bayonet*

Carolee Nisbet—Fort Dix *Post*

Rick Brunk—Fort Leonard Wood *Guidon*

Larry Barnes—Fort Knox *Inside the Turret*

Miscellany

Sgt. William Wilczewski, known by many as Ski, will ETS in June after several years as sports editor of the Fort Knox *INSIDE THE TURRET*.

Larry Barnes, Turret's editor, gave Ski an excellent editorial sendoff in the *TURRET*'s April 25 issue. Ski ranked among the top three sports editors in Army journalism. He holds a J-Award for his contributions.

Jill Mueller, who edited the 6th ASG *CITIZEN* for eight years, has moved to another position in the PA shop. **Hugh McBride**, staff writer, now sits in the editor's chair.

Brian Temple, previously with the *HERALD-POST*, has become the editor of *ENGINEERING IN EUROPE*, a monthly newsletter. He succeeds **Alicia Gregory** who has return stateside for a PAO position with the Corps of Engineers.

We're saddened to report that several top-notch Army editors and writers have left or are leaving our journalism rank and file.

Many plan to attend school, others to rear a family and still others, to search for yet another vocation. **Spc. Christopher Porter**, formerly with the SE-TAF OUTLOOK, will join a newspaper in Texas. **Sgt. Amy Nyland**, editor of Fort Stewart's FRONTLINE, wants more schooling. **Sgt. Christine Johnstone**, the highly creative editor of DUTY FIRST, 1st Inf. Div., wants more time caring for a newborn. **Sgt. Johanna Kidd**, ARMY FLIER has plans to leave the service as well. And include **Sgt. William Wilczewski's** name on

the departure list. The loss adds up to much talent lost, and the Army journalism will surely miss their contributions.

Sgt. Ken McCooey, one-time editor of Fort Rucker's ARMY Flier is back in uniform after a years in civilian life. **McCooey** is now PAO NCOIC, 10th Mountain Div. at Fort Drum, and even better, he's back to writing.

Larry Reilly, formerly editor of the TRAINING TIMES, 100th ASG, Germany, has moved state-side and is editor of SOUNDINGS, a quarterly newsletter produced by the Corps of Engineers, Detroit. SOUNDINGS is "looking good."

Words, phrases and their particulars

"The fire ravished one building and burned the east side of a nearby structure." **Ravished** is the incorrect word. The writer meant "**ravaged**."

"Considered von Beethoven's most powerful symphonies, the Fifth begins with five unforgettable notes." The symphony is unforgettable, the sentence should be. Several points: "**Von**" should have been "**van**," and Beethoven introduced his Fifth Symphony with four not five memorable notes: **three Gs** and an **E flat**. In Morse code, three dots and a dash represented by Beethoven's notes, is letter "**V**" which, in Roman lexicon, is the numeral 5 as in the Fifth Symphony. During World War II, the BBC used those opening notes to introduce its broadcasts over Europe.

Plural Nouns Considered Singular

The following few nouns are plural but take singular verb forms:

analytics athletics comics ethics mathematics
measles news optics politics tactics

Parallel Constructions (similar thoughts and ideas in a sentence should be placed in similar grammatical patterns or constructions)

Parallelism errors are finding their way back into Army journalism. Here's an example:

"Most soldiers concluded that training focuses on insignificant details, and that more important subjects go untaught."

The lack of equality lies in "insignificant details" and "more important subjects." One corrected version is: *"Most soldiers concluded that training focuses on insignificant details and not on more important subjects."* Note parallel negatives.

"Everyone of the team members were given a briefing before the exercise." Here we have the continuing battle of **subject – verb** agreement. **Everyone** (an adjective, pronoun combo) is singular and the subject of the sentence; **members** is not. The verb, should have been "**was**."

"The downpour marred the outdoor ceremony in which. ..." Use "**mar**" for headlines. A more easily understood word in the sentence would have been "**spoiled**"

"They blamed the auto accident on faulty breaks." The preposition "**for**" is used with "**blame**" – not "**on**."
"They blamed faulty breaks for the accident."

ProTalk

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Stringers Keep ARNEWS In Business

by Staff Sgt. Marcia Triggs, Military Correspondent, ARNEWS

There are a number of events that take place outside of the Capitol region with Armywide interest or applicability. However, unless the news gets to the total Army, it only receives local attention.

Army News Service relies on Army journalists to act as stringers and provide us with news on what's going on around the world. Running stories submitted to us is the only way to truly give our readers a snapshot of what the Army is doing around the world.

Looking through a stack of Army newspapers, I read about programs being implemented Armywide or senior-leader visits that we, at ARNEWS, weren't aware of. However, if they had been submitted to us, we would've gladly posted them on ArmyLink.

I know there are some individuals who might not want to admit it, but they don't know how to submit stories to ARNEWS nor do they know what kind of stories to send.

I'm not trying to chastise anyone for not sending articles to us. I want to inform editors that their more important stories can get a wider readership, and their soldiers can get a chance to see their stories posted on the Army's homepage.

The news stories that we usually post to ArmyLink are articles that cover pay, allowances, promotion and benefits. But that is such a narrow list. So, I'm going to discuss a few articles that ran in local newspapers that could've been submitted to ARNEWS.

In the Fort Leavenworth Lamp, out of Kansas, an article ran on a weight management program declaring war on obesity. Definite submissions to ARNEWS should be articles on new programs that will be implemented Armywide.

In the NORTHWEST GUARDIAN, out of Fort Lewis, Wash., an article ran on the Secretary of Defense Donald Rumsfeld's visit. Whenever senior leaders visit troops we want to hear what they have to say. No one gets tired of hearing about pay raises and barracks and housing renovation.

In the ARMY FLIER, out of Fort Rucker, Ala., an article ran on B Company, 46th Engineer Battalion deploying to Kuwait for six months. It's news when soldiers deploy on rotations, and while they're away we want periodic updates on the different challenges and missions they face while being deployed.

The only way most people are going to know that the Army still has troops in the Balkans, Kuwait and Afghanistan is if they see it in black and white.

Stories are submitted weekly to ARNEWS. We don't run them all because some are features. Don't get upset if we don't run them. If you have a question on why your article didn't run feel free to call and ask at 703-697-9549 or e-mail us at ARNEWS@hqda.army.mil. Use the same ARNEWS e-mail address for submitting stories also.

Stories that have ran recently from the field have been about homecoming ceremonies, how green berets are helping the Afghan army, and what soldiers are doing in Hungary.

Spc. Heather Curtis, from the COURIER at Fort Campbell, Ky., wrote a touching story that involved the father of one of the flight attendants that died on Sept. 11 and soldier with 160th Special Operations Aviation Regiment.

Soldiers from the 160th carried the stewardess' flight wings on a mission to Afghanistan in the

war on terrorism. When the unit returned home they returned the wings back to the father.

A Marine gunnery sergeant with a U.S. Central Command public affairs team submitted a story on green berets who are teaching multi-ethnic Afghan recruits soldiering skills.

Pfc. C. Terrell Turner of the Southern European Task Force (Airborne) public affairs office submitted a story on the 500 paratroopers who conducted a tactical night insertion to kick off Hungarian Response 2002.

Those are only a few of the different types of stories that have run on ArmyLink. But they met the ARNEWS requirement because they have timeliness and Armywide interest.

When submitting articles, put a dateline on them. That's really my personal preference. I don't like putting the Washington dateline on stories if they were written out of the area. Then make sure the news lead is simple and to the point.

The one thing we want people to understand about ARNEWS is that it runs primary news and occasional commentaries. That doesn't mean we're looking for dry stories.

We're looking for straight news pegs, with creative transitions and heart-wrenching quotes that get to the meat of the story.

When I read through newspapers, I see that my stories have been a supplement to that installation's local news. We want more editors to think of how they can assist ARNEWS and let their local news get worldwide attention.

From page 2

The medic looked like a teenager. Our conversation is vivid in my memory now for more than half a century.

How old are you, I asked? "Eighteen, sir!" Am I going to make it, doc? "I like the sound of being called doc. I'm going to be a doctor, you know, when I leave the Army and use my GI bill," he said.

How long have you been a medic? "Only 14 months, sir." Why are you calling me sir, I'm an enlisted man?

"Well, sir, any soldier who lives and fights as the Infantry does in this hellish war, deserves admiration and respect. That's one way I can show it. Can't take the fragment out; it too deep. You'll be fine, sir. I've tagged you. You'll be taken up to the medical bunker for evacuation."

And I responded: "Thank you, sir!"

More calls: "Medic! Medic!" "See you around, sir, gotta go" he said. He was answering another cry for help. I never saw him again.

During lulls in fighting, a medic makes his rounds going from position to position checking up on men's health and passing out a few headache or backache pills; they were known as APCs, a combination of aspirin and two other drugs. APCs were prescribed for about every ailment in the Army you can think of, and they did the job.

But, during heated battles, a medic is constantly on the run, answering his calls. He cares for men with lost limbs, severe body and head wounds,

often saving them from death on the spot. Calls come from almost every direction, and somehow, he answers them all.

How a medic managed to serve on the front lines of Korea is remarkable. How a young man with only a satchel, helmet and devotion can perform miracles on the field of battle is truly heroic.

Nothing is more comforting to a wounded soldier than knowing he is in safe hands. The medics ensure he is cared for — even in the midst of unbelievable fire and carnage. Just imagine the number of lives saved by 18-year-old medics who serve where death usually reigns? Heroes — indeed!

When I arrived at the MASH (Mobile Army Surgical Hospital), I was checked and readied for surgery to, await my turn in the OR. It would come very soon. A captain checked on the care and condition of my wound. Good job on the dressing and the medication, he said, obviously the work of a pro.

I told the captain, I thought so too: a pro and a hero, an 18-year-old pro and hero. A youngster who liked being called "doc" and took his job very seriously — even where death dwells.

Well, "doc," perhaps I should say, doctor, hope all is well wherever you are. And, thanks again from that Infantryman you cared for that blustery and hellish day in Korea 51 years ago.

2001 Army Thomas Jefferson Winners (Print)



DoD Journalist of the Year

Spc. Casondra Brewster
Fort Belvoir Eagle

Small — DESERT VOICE, produced by members of the 14th PAD,
Sgt. Bryan Beach, editor

Magazine — GLOBE, produced by the Defense Language Institute,
Sgt. Mitch Fraizer, editor

Sports writing—Spc. Alfredo Jimenez Jr, Northwest Guardian

Remember!

Get the “word” out

ARNEWS@hqda.army.mil.